

ABSTRACT OF THE DISCLOSURE

A method and apparatus for providing redirect services are described herein.

According to one embodiment, there is a service selection network element used to provide access of computing devices to a set of one or more services provided by one or more providers. In addition, the service selection network element includes a redirect facility and a set of routing policies stored in a machine readable medium within the service selection network element to handle redirect services within the service selection network element. Furthermore, the routing policies optionally include one or more replacement routing policies for each of the routing policy corresponding to the respective context. Other methods and apparatuses are also described.